

Traffic: GSOBT	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Jan-23	367,077	287,197	79,880	2:21:00	831,503	95,493	255,558	16,026
Jan-22	411,596	325,099	86,497	2:13:00	786,616	102,581	289,540	19,475
Var. %	-10.82%	-11.66%	-7.65%	6.02%	5.71%	-6.91%	-11.74%	-17.71%

Conversions	Total Partner Referrals	Unique Partner Referrals	Vacation Guide	View VG Online	General e-Tidings Signups	Fishing e-news Signups	Golf e-news Signups	Meetings e-news Signups
Jan-23	138,428	123,628	4,893	1620	1,893	142	48	6
Jan-22	190,132	165,606	5,826	1,665	1,373	273	92	2
Var. %	-27.19%	-25.35%	-16.01%	-2.70%	37.87%	-47.99%	-47.83%	400.00%

Device								
Desktop	61,069	50,438	1,419	608	250	16	7	4
Mobile	71,413	67,642	3,183	914	1,425	107	35	2
Tablet	5,946	5,548	291	98	218	19	6	0

Visitor Type								
New	98,262	88,672	3,805	1,241	1,472	108	41	4
Return	40,166	34,956	1,088	379	421	34	7	2

IP Sector	Total Partner Referrals	Unique Partner Referrals	Vacation Guide	View VG Online	General e-Tidings Signups	Fishing e-news Signups	Golf e-news Signups	Meetings e-news Signups
Lodging	73,778	65,806	938	249	192	5	3	0
Events Calendar	26,782	23,414	521	212	233	0	0	0
Restaurants	15,864	13811	607	125	125	1	1	0
Attractions Things to Do	20,419	17,991	681	212	80	1	2	0

Channel								
Facebook	9,984	9,331	189	244	1,293	133	45	0
e-Tidings, etc.	2,705	2,131	203	59	24	0	0	0

Micro Sites	Golf	Fishing	Meetings	Sports	Blog
Sessions	5182	8912	1,434	10,062	58,495
Total Partner Referrals	2,472	3,315	298	4,970	14,379
Social Networking	Facebook Fans	Instagram Followers	YouTube Views		
Jan-23	524,095	57,342	116,400		
Jan-22	489,034	52,260	27,200		
Var. %	7.17%	9.72%	327.94%		

CONVERSIONS:

Total Partner Referrals record all clicks on any link below (which could include multiple IP CTR's) within a user session.

- Visit Website
- Book Online
- Redeem Offer
- Get Directions
- Email address
- Phone number
- local or toll free
- Partner Social Link

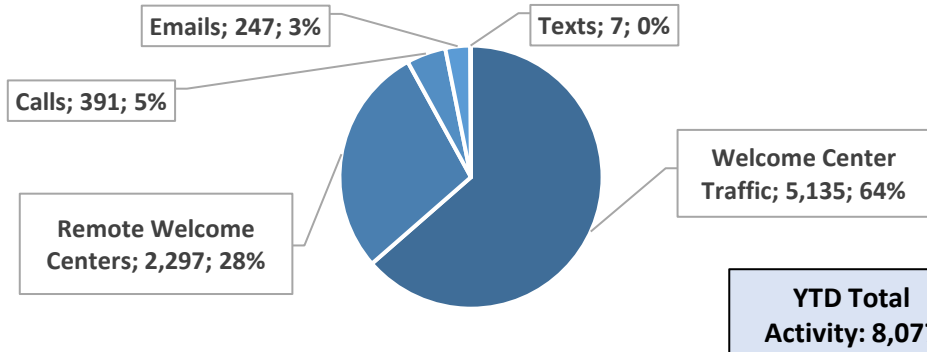
Unique Partner Referrals record 1 click on any link listed above in a user session.

NOTES:

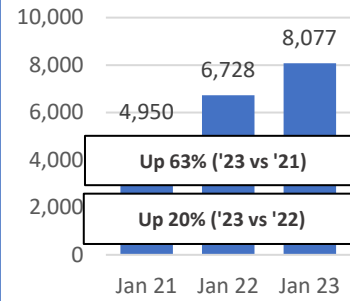
HOSPITALITY AND INFORMATION

January 2023

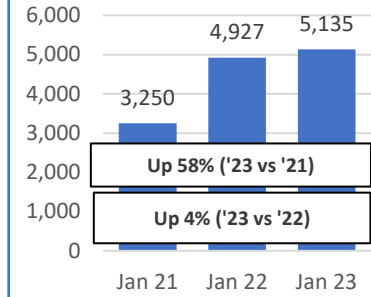
Monthly Guest Servicing Activity



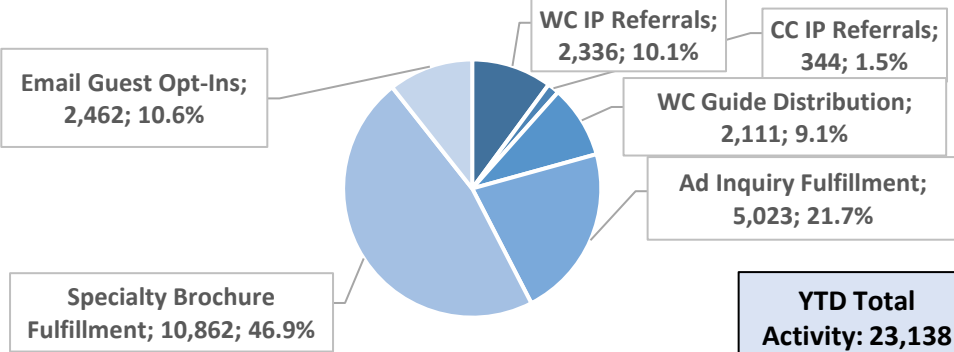
YOY Guest Servicing Activity



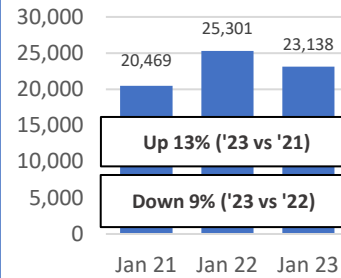
Welcome Center Traffic



Monthly Guest Servicing Results



YOY Guest Servicing Results



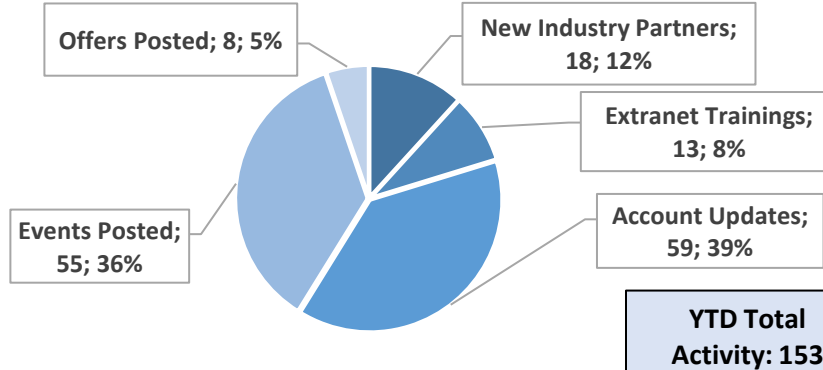
Welcome Center Insights

20% First-time guests
3 Countries

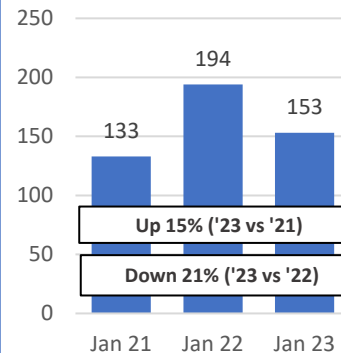
Top Five Guest Question Topics

- Call, email and text
1. Events
 2. Lodging
 3. Attraction
 4. Nature and trails
 5. Beaches (surf conditions)

Monthly Industry Partner Servicing



YOY IP Servicing



Social Media Snapshot

"The girl at the desk was polite and professional and went above and beyond."
- Orange Beach

